



A Whole New Mind

Blog Post Rubric

	4- Exemplary	3- Proficient	2- Needs Revision	1- Unsatisfactory
Ideas	Text is clear and focused; captures reader's attention with deep ideas and insights.	Writing is clear and focused, but ideas are general/obvious.	Writing describes experiment, but lacks insight into lasting effects.	Writing lacks focus and clarity.
Voice	Writing is compelling and engaging. Aware of audience.	Writing seems sincere, but not engaged. Reader doesn't feel connected.	Writing is plain and dry. Doesn't emotionally appeal to audience.	Writing is indifferent. Completely distanced from audience.
Style	Writer uses an advanced writing style that includes figurative language, advanced sentence structures, and sophisticated word choice.	Writing feels business-like. It lacks elegance. Word choice is limited.	Writer seems to have difficulty using advanced structures. Writing is choppy and plain.	Writing sounds immature. Word choice is vague and limited.
Conventions	Writer shows excellent control of GUM (grammar, usage, and mechanics)	Writer shows reasonable control of GUM, but some revision is needed.	Writer shows weak control of GUM.	Writer needs a great deal of help with GUM.
Formatting	Posted correctly on blog and linked to discussion tab. Included compelling evidence/artifacts that show the reader the experiment.	Posted correctly and linked, but little evidence is shown that relates experience to the reader.	Posted correctly and linked, but no evidence is provided.	What blog?